

Intercollegiate Broadcasting System
706 Sanders Avenue
Schenectady 2, New York

March 24, 1952

FOR IMMEDIATE RELEASE

The General Electric Company will sponsor a weekly transcribed half-hour program over six stations of the Intercollegiate Broadcasting System, beginning Monday, March 31. Arrangements for this series have been completed by the Thomas F. Clark Company, Inc., representative for the more than fifty campus-limited stations on the IBS Rate Card. The program, a musical broadcast featuring Fred Waring, his orchestra, and chorus will be carried by WRPI, Rensselaer Polytechnic Institute; KSMU, Southern Methodist University; KTCU, Texas Christian University; KZSU, Stanford University, WDBS, Duke University and WND, University of Notre Dame. The program will be heard between 5:30 and 6:00 PM on some stations and between 10:00 and 10:30 on others and will run for six, seven or eight times depending upon local schedules between now and the end of the Spring semester. The sponsor's messages will concern recruiting of new employees, as well as topics of general interest about the company. Agency for the General Electric Company is Batten, Barton, Durstine and Osborn, Inc.

